



St Joseph's University

#36, Lalbagh Main Road, Bengaluru 560027

DEPARTMENT OF MANAGEMENT

Bachelor of Business Administration in Branding and Entrepreneurship (BBA-BE)

Curriculum

Based on SEP Framework 2025-26 onwards

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1 ABOUT THE UNIVERSITY

St. Joseph's University, Bangalore is one of the oldest colleges in the state of Karnataka with a history of more than 140 years. St Joseph's university has around 400 teaching and non-teaching staff and more than 9000 students. In May 2018, St Joseph's University was approved under Rashtriya Uchchatar Shiksha Abhiyan (RUSA) to upgrade from the existing autonomous college through State Public University Act.

VISION

St. Joseph's University's objective is to prepare men and women for the service of others, especially the poor and the oppressed. We provide opportunities to the students to critically understand society and its structures so that education will assist them in working for a humane and just society. Stress is laid on academic excellence, character formation and social concern.

MISSION

1. Academic Excellence: Studying subjects is a major task. All the necessary facilities are made available for students like reading room, good library and computer lab with internet facility to assist them in the same.
2. Character Formation: Character development is an essential aspect of education. A person is what his/her values are. Your character includes your behavior, your values and attitudes to life and to others and the way you face life. Building up character, a sense of hard work, perseverance, honesty, integrity, sensitivity to others and universal love that embrace all people, cutting across barriers of language, religion and caste.
3. Social Concern: The Management has made a policy of admitting, as far as possible, students from the socio-economically marginalized groups. It is the vision of the college to train students who are socially conscious and ready to stake their lives for the oppressed and the exploited. Our task as educators is to create in the student a deeper understanding of oneself and to change the world by creating plentiful opportunities for personal and social growth and total development. For the members of the Society of Jesus, education is not a commercial activity. It is a mission.

Our mission is to build-up a group of young men and women who would be agents of change in society and work towards a secular world of fraternity, equality, and justice.

2 SCHOOL OF BUSINESS

The School of Business at St Joseph's University provides an enabling environment to help its students stand out both academically and in shaping them to an overall balanced personality both in terms of the college's vision and today's competitive environment. Since its commencement, the Department has continuously evolved offering diverse programs in the field of business studies. The Department aims at a holistic and integral formation of its students, fostering in them a spirit of academic excellence, character formation and social concern, shaping them to become "men and women" for others. The department strives to equip in its students' skills required to face the challenges of a dynamic business world.

- Vision: To impart value-based quality education to serve the ever-changing global needs in the field of commerce by preparing men and women who will be agents of change.
- Mission: School of Business strives to provide quality Commerce education by adopting effective teaching - learning processes along with developing the required values, skills and attitudes to create business leaders with a passion for the world of business who will understand the economic, social, and global context of business.

3 PROGRAM PROFILE

The Programme is designed to provide a basic understanding of Management education and to train the students in communication skills effectively and inculcate entrepreneurship skills and decision-making capabilities. The Programme also includes practical exposure in the form of case studies, projects, presentations, industrial visits and interaction with experts from the industry. It facilitates students to acquire adequate knowledge in the field of Business administration, HR management, Organizational behavior, Business communication, Management skills, Corporate administration, Finance management, Business laws, Business ethics, Accounting, planning, International business, Event management, Quantitative methods, Research, Marketing, Entrepreneurial Development and Operations management. The Programme also offers open electives based on NEP framework in first four Semesters which is interdisciplinary or multi-disciplinary in nature.

- Duration: 3 years (6 semesters). A student successfully completing Three (03) years of the program will be awarded a Bachelor's Degree in Business Administration in Branding and Entrepreneurship
- Eligibility for admission: Candidates who have completed Secondary Stage –Senior High school (10+2) of Karnataka State or its equivalent are eligible for admission into this course as notified by the University from time to time. Further, a candidate applying for the program must meet the prescribed performance level in admission interview and admission entrance (if applicable).

Program EDUCATIONAL OBJECTIVE [PEOs]

1	The three year BBA program aims at developing a student's intellectual ability, executive personality, and management skills through an appropriate blending of business and general education.
2	To make sustained efforts for the holistic development of the students and empower them to ably face the challenges posed by changing business environment
3	The program also seeks to prepare students to be job-ready or drive entrepreneurship initiatives or higher education in business at home and abroad.
4	To inculcate a spirit of Ethics and Social Commitment in the personal and professional life of management graduates so that they add value to the society.

PEOs TO MISSION STATEMENT MAPPING

MISSION STATEMENTS	PEO1	PEO2	PEO3	PEO4
1. Academic Excellence	H		M	
2. Character Formation	M	H	L	
3. Social Concern				H

H=High | L=Low | M=Moderate

PROGRAM OUTCOMES (POs)

1	PO1	Acquire knowledge of management practices, skills in functional areas of business and legal and ethical aspects of business administration.
2	PO2	Analyze qualitative and quantitative problems by collecting, analyzing data using mathematical, statistical and ICT to solve complex business problems.
3	PO3	Demonstrate entrepreneurial traits to start and manage their innovative businesses to cater to the needs of consumers and society at large.
4	PO4	Exhibit critical thinking skills in solving managerial issues & problems arising due to changes in the business environment.
5	PO5	Demonstrate people skills, communication skills, personality traits, professionalism, social and emotional intelligence and also exhibit a spirit of cooperation, leadership, and teamwork to accomplish pre-defined goals.
6	PO6	Awareness of social responsibility and issues those business enterprises must address, including business ethics, cultural diversity and ecological concerns.

Pos TO MISSION STATEMENT MAPPING

MISSION STATEMENTS	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6
1. Academic Excellence	H	H	H			
2. Character Formation	M	L	M	H	H	L
3. Social Concern	M		L	L		H

H=High | L=Low | M=Moderate

4 BBABE CURRICULUM

With the rapidly changing employment landscape and a globally diversified educational ecosystem, it is more important to not only learn but also to know how to learn. The policy focuses on providing a diverse and holistic education by incorporating knowledge of many disciplines into the curriculum.

The School of Business at SJU intends to continuously revise and revamp of the curriculum which will develop the creative potential of each individual and create new career growth opportunities. Conceptual comprehension must be emphasized through pedagogies that encourage communication, debate, research, and cross-disciplinary and interdisciplinary thinking. The curriculum is developed on the Outcome-Based Education. Outcome-based education defines Program Educational Objectives (PEOs), Program Objectives (POs) and Course Objectives (COs) for every program and student progression is assessed based on their achievement status.

This program will offer contemporary insights to students with respect to marketing and entrepreneurship domains. The students will learn and interact with the best-in-class faculty through a wide range of The BBA (Branding and Entrepreneurship) Programme has been designed with a vision to incorporate experiential learning and top-notch instruction of education with a globally focused education. The entrepreneurial skills acquired by the students ensure that they have a solid grasp of not only the fundamentals of management but also the confidence to set up businesses and the ability to engage them in extensive industrial initiatives and social interactions. This Programme involves a unique and dynamic combination of creativity, innovation, critical thinking and organization, provided on an interactive platform, by faculty with proven research and academic credentials, which hones the students into becoming competent future entrepreneurs

5 PROGRAM PEDAGOGY

Our teaching pedagogy is uniquely devised keeping in consideration the potential of every student may cater to the needs of students at every level from brilliant, mediocre to average. The pedagogy used by our course instructors encourages independent thinking and helps the students develop holistic perspectives, strong domain knowledge, contemporary skills-set and a positive attitude.

Classrooms Methodologies	Beyond Classroom	Industry Exposure
1. Classroom learning	1. Conferences	1. 2 nd and 3 rd year Internships
2. Use of multimedia (Power Point presentation, audiovisuals).	2. Projects	2. Industrial visits
3. Case studies	3. Seminars and workshops	3. National and International study tours
4. Games and group activities	4. Development programs	
5. Role play	5. Fests and competitions	
6. Guest lectures	6. Learning exchange programs	
7. Assignments & quizzes	7. Research-based assignments	
	8. Outreach and drives	

6 COURSEMATRIX

#	Course Code	Course Title	Course Type	Hours per Week	Credits
SEMESTER I	1	Language I	L 1	3	3
	2	Language II	L 2	3	3
	3	BABE1125 Business Management	DCC	4	4
	4	BABE1225 Principles of Branding and IMC	DCC	4	4
	5	BABE1325 Financial Accounting	DCC	4	4
	8	Compulsory Course – Environment Studies	CC	2	2
		TOTALCREDITS	20		
SEMESTER II	1	Language I	L 1	3	3
	2	Language II	L 2	3	3
	3	BABE2125 Quantitative Methods and Techniques for Business Decisions	DCC	4	4
	4	BABE2225 Human Resource Management	DCC	4	4
	5	BABE2325 Entrepreneurial Venture Management	DCC	4	4
	7	Compulsory Course – Indian Constitution	CC	2	2
		TOTALCREDITS	20		

First Semester

Department of Management						
I Semester	Code	Course Title	Course Duration	Course Type	Session	Credits
	BABE1125	BUSINESS MANAGEMENT	60 Hours	DSC	4 Hours a Week	4

Course Objective/s:	1. To familiarize the students with concepts and principles of Management. 2. To facilitate the development of managerial skills.
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Course Outcomes	
CO1	Define management, retrieve various management thoughts & principles
CO2	Demonstrate planning and decision-making process & summarise techniques of forecasting
CO3	Describe conceptual framework of organizing and staffing
CO4	Summarize leadership theories, styles & Identify the relevance of motivation & directing
CO5	Enumerate control, co-ordination and change management process

Reference Books:

#	Title	Author/s	Publisher
1	Principles of Management	Koontz & O' Donnell	McGraw Hill Education
2	Procurement and Principles Management	Peter Baily, Barry Crocker	Pearson Education
3	Principles of Management	Ramesh B Rudani	McGraw Hill India
4	Principles & Practice of Management	Prasad L.M.	Sultan Chand & Sons
5	Management for Beginners	A. Vennila, & A. Mekala	Notion Press

Learning by Doing activities [8 hours]

COs	Program Outcome					
	PO1	PO2	PO3	PO4	PO5	PO6
1	H					
2		M		H		L
3			M			
4				H	M	
5	H		M			H

H=High | L= Low | M=Moderate

COURSE CONTENTS		
Unit 1	INTRODUCTION TO MANAGEMENT	10 Hours
Evolution of management thought: Classical School of thought (Contributions of Taylor and Fayol) – Neo-classical School – Human Relations Approach (Hawthorne Experiments) and Behavioural Science Approach (brief outline) – Modern Management Theory - Quantitative Approach, Systems Approach and Contingency Approach. Nature and significance of management - Managerial roles - Mintzberg - An overview of functional areas of management - Principles of Management – Managerial skills set - Types of Business, CSR.		
Unit 2	PLANNING, FORECASTING AND DECISION MAKING	08 Hours
Planning: Concept, process and objectives – Types of plans – MBO & MBE, Corporate planning: Environment analysis and diagnosis. Forecasting: Meaning and purpose of forecasting – Techniques of forecasting - Qualitative and quantitative Decision making: Concept and process; Delegation and Principles of delegation: Strategy Formulation.		
Unit 3	ORGANIZING AND STAFFING	10 Hours
Organizing: Nature and Purpose of Organization – Principles of Organization – Organization structure and types – Departmentalization – Committees – Centralization vs. Decentralization of Authority – Span of Control – Meaning - Factors affecting span. Staffing: Meaning, Nature and Process of Staffing.		
Unit 4	LEADERSHIP, MOTIVATION AND DIRECTING	12 Hours
Motivating and Leading People at work: Leadership: Concept and leadership styles: Leadership theories- Trait theory, Rensis Likert Management theory, situational contingency theory; Motivation: Concept, Theories - Maslow, Herzberg, McGregor, Ouchi, Vroom's expectancy theory. Financial and non-financial incentives. Directing: Meaning – Principles and techniques of directing.		
Unit 5	MANAGERIAL CONTROL, CO-ORDINATION AND CHANGE MANAGEMENT	12 Hours
Managerial control: concept and process: Effective control system: Techniques of control- traditional and modern. Co-ordination: Meaning – steps and methods of co-ordination. Concept, nature and process of planned change: Resistance to change: Emerging horizons of management in a changing environment.		

Department of Management						
I Semester	Code	Course Title	Course Duration	Course Type	Session	Credits
	BABE1225	FINANCIAL ACCOUNTING	60 Hours	DSC	4 Hours a Week	4

Course Objective/s:	To acquaint students with the accounting concepts, tools and process.					
Course Outcomes						
CO1	Retrieve fundamental accounting concepts and standards					
CO2	Demonstrate the accounting process & prepare Journal, Ledger & Balancing of Accounts					
CO3	Execute various types of Subsidiary Books & prepare a Bank Reconciliation Statement					
CO4	Summarize accounting process in conversion of single entry into double entry					
CO5	Describe and implement accounting for current assets and non- current assets					
Reference Books:						
#	Title			Author/s		Publisher
1	Accounting for Manager			Bhattacharya		Vikas publication
2	Fundamentals of Accounting & Financial Analysis			Chowdary		Pearson Education
3	Financial Accounting			R.L. and V.K. Gupta		Sultan Chand
4	Basic Financial Accounting			Jain S P & Narang		Kalyani Publishers
5	An Introduction to Accountancy-			Maheshwari		S Chand
Learning by Doing activities [8 hours]						
COs	Program Outcome					
	PO1	PO2	PO3	PO4	PO5	PO6
1	H			L		
2	H	H	M	H		
3	H	H			L	
4	H	H		H		
5	H	H	L			
H=High L= Low M=Moderate						

Unit 1	INTRODUCTION TO FINANCIAL ACCOUNTING	06 Hours
Accounting: Nature, Objectives and functions of Financial Accounting. Accounting Principles, Concepts & Conventions - GAAP (Concept only). Accounting standards: Definition – importance – Standard setting in India –A brief introduction to IND AS, IAS and IFRS.		
Unit 2	ACCOUNTING PROCESS	10 Hours
Meaning – Process of Accounting – Kinds of Accounts – Rules - Transaction Analysis – Journal –Ledger Balancing of Accounts – Trial Balance (Problems). Rectification of Errors- Classification of Errors, Rectification of errors which do not affect the Trial Balance, Rectification of errors affecting Trial Balance.		
Unit 3	SUBSIDIARY BOOKS	10 Hours
Meaning – Significance – Types of Subsidiary Books – Purchases Book – Sales Book – Purchase Returns, Book –Sales Return Book – Bills Receivable Book – Bills Payable Book – Cash Book (Simple Cash Book, Double Column Cash Book, Three Column Cash Book and Petty Cash Book) and Journal proper. Bank Reconciliation Statement – Preparation of Bank Reconciliation Statement.		
Unit 4	CONVERSION OF SINGLE ENTRY INTO DOUBLE ENTRY	10 Hours
Steps in conversion - ascertainment of sales, purchases, stocks, cash and bank balances, capital etc. Preparation of final accounts.		
Unit 5	ACCOUNTING FOR CURRENT ASSETS AND NON- CURRENT ASSETS	16 Hours
Current Assets: Inventories (Ind AS 2) - Meaning — Objectives - Inventory valuation as per Indian Accounting standards. Non-current assets (Ind AS 16) - Initial measurement -Measurement after recognition or subsequent to initial recognition - Disposal of Fixed Assets; - Difference between Intangible and Fictitious Assets -Accounting for Intangible assets (Ind AS 38).		

Department of Management						
I Semester	Code	Course Title	Course Duration	Course Type	Session	Credits
	BABE1325	Principles of Branding and IMC	60 Hours	DSC	4 Hours a Week	4

Course Objective/s:	<ul style="list-style-type: none"> To identify the concepts in analytical techniques in Brand Management To identify the challenges faced by Brand Managers in the present scenario
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Course Outcomes	
CO1	Develop a consumer-centric approach to building, measuring and evaluating strategies for brand equity for new and existing brands.
CO2	Identify important issues related to planning and implementing brand strategies for a diverse group of marketing offerings (e.g., products, services, industrial, goods, non-profits, etc.).
CO3	Learn how to identify brand meaning and to measure brand strength for any market offering.
CO4	Apply branding principles and marketing communication concepts and frameworks to achieve brand management goals and improve marketing performance.
CO5	Apply IMC principles in brand building

Reference Books:			
#	Title	Author/s	Publisher
1	Brand Management-Principles and Practice	Kirti Dutta	Oxford Higher Education
2	Strategic Brand Management	Kevin Lane Keller	Pearson
3			
4			
5			

Learning by Doing activities [8 hours]						
COs	Program Outcome					
	PO1	PO2	PO3	PO4	PO5	PO6
1	H				M	
2	H					
3	H	M	M	M	M	
4	H					
5	H					
H=High L= Low M=Moderate						

COURSE CONTENTS		
Unit 1	INTRODUCTION TO MARKETING AND BRANDING	12 hours
Introduction to marketing; segmentation, targeting and positioning; marketing mix, Introduction to brand management, definition of brand, review of brand management theories, Brand positioning and communication. Concept of brand value chain.		
Unit 2	CONSUMER-BASED BRAND EQUITY	12 hours
Understanding customer-based brand equity, key elements of brand equity, models of brand equity. Building strong brand associations, importance of brand associations. Introduction to brand resonance.		
Unit 3	BRAND ARCHITECTURE	12 hours
Brand architecture, importance for organizations, branded house vs house of brands. Branding research, research approaches and brand measurement. Brand design and structures, concept of brand extensions, key factors influencing extension decision. Managing brand equity for long-term success, building customer loyalty		
Unit 4	MARKETING AND COMMUNICATION FOR BRANDING	10 hours
Developing marketing and communication programs for brands. IMC models for brand building. Leveraging brand associations in marketing communication. Understanding the role of emotion and affect in brand building.		
Unit 5	SOCIAL MEDIA	6 hours
Social media and the branded customer experience. Measuring brand performance. Introducing the brand audit.		

Second Semester

Department of Management						
II Semester	Code	Course Title	Course Duration	Course Type	Session	Credits
	BABE2125	QUANTITATIVE METHODS AND TECHNIQUES FOR BUSINESS DECISIONS	60 Hours	DSC	4 Hours a Week	4

Course Objective/s:	1. To familiarize students with basic arithmetic calculations and its application in accounting & finance. 2. To enable students to apply statistical methods in the business context and interpret results.
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Course Outcomes	
CO1	Apply basic concepts such as ratios and proportions, equations and profit and loss to the business decision making process.
CO2	Compute simple interest and compound interest for a single and uneven cash flows.
CO3	Explain the relevance and role of statistics in business research.
CO4	Identify the appropriate measure of central tendency and dispersion to be used in accordance with the case.
CO5	Compute of correlation and regression coefficients and the interpretation of the same.

Reference Books:

#	Title	Author/s	Publisher
1	Mathematics for Management	M Raghava Chari	McGraw Hill Education
2	Business Mathematics	M Wilson	Himalaya Publishing House
3	Business Mathematics and Statistics	G.R. Veena & Seema	I.K. International
4	Statistical Methods	Gupta S P	Sultan Chand & Sons
5	Quantitative Methods in Management	R. Selvaraj	Excel Books

Learning by Doing activities [8 hours]

COs	Program Outcome					
	PO1	PO2	PO3	PO4	PO5	PO6
1	H	M		L	H	
2	M	H		M	M	
3				M		
4		M		H		
5	M	H		H	M	

H=High | L= Low | M=Moderate

COURSE CONTENTS		
UNIT 1	BASIC MATHEMATICAL CONCEPTS	12 HOURS
Theory of equations (Linear, Quadratic and Simultaneous), Application of equations to business and commerce- Ratio and Proportion – Basic Laws of Ratios, proportions –direct, inverse, compound. Mixed proportions (time and work only) – Percentage – Application in business and commerce – Profit and loss, simple discount.		
UNIT 2	INTEREST	08 HOURS
Simple interest-meaning-basic calculations-Compound interest -Effective and nominal rate of interest.		
UNIT 3	INTRODUCTION TO STATISTICS	08 HOURS
Importance of Statistics, scope, limitations. Classification of data, Tabulation – diagrammatic representation of data -Relevance in Business research.		
UNIT 4	MEASURES OF CENTRAL TENDENCY AND DISPERSION	12 HOURS
Mean, Median, Mode, Quartiles, Standard Deviation and Coefficient of variation. Skewness and Kurtosis (only theory).		
UNIT 5	CORRELATION AND REGRESSION	12 HOURS
Scatter diagram, Karl Pearson's and Spearman's correlation of coefficient. Regression, properties of regression coefficient, Chi square.		

Department of Management						
II Semester	Code	Course Title	Course Duration	Course Type	Session	Credits
	BABE2225	HUMAN RESOURCE MANAGEMENT	60 Hours	DSC	4 Hours a Week	4

Course Objective/s:	1. To enable the students to understand the HR Management and system at various levels in organizations. 2. To Enable the students to integrate the understanding of various HR concepts along with the domain concept in order to take correct business decisions.
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Course Outcomes	
CO1	To develop the understanding of the concept of human resource management and define current ethical and moral issues confronting HR managers.
CO2	Synthesize knowledge on effectiveness of recruitment process, sources & understanding of systematic selection procedure.
CO3	Define HRD concept and identify the various training methods and design a training program.
CO4	Understand the concept of performance appraisal process in an organization & its application
CO5	Explain understanding of key concepts and practices within the field of IHRM

Reference Books:

#	Title	Author/s	Publisher
1	Human Resource Management	Stephen P. Robbins	Pearson Education
2	Business Mathematics	Gilmore and Williams	Oxford University Press
3	Human Resource and Personal Management	K Aswathappa	McGraw Hill
4	Human Resource Management	IIBF	Macmillan India
5	Human Resource Management	Raju T.	Dream tech Press

Learning by Doing activities [8 hours]

COs	Program Outcome					
	PO1	PO2	PO3	PO4	PO5	PO6
1	H					
2		M	M			
3	M		M	L		
4	H	H				
5					H	H

H=High | L= Low | M=Moderate

COURSE CONTENTS		
Unit 1	INTRODUCTION TO HUMAN RESOURCE MANAGEMENT	08 Hours
Meaning and Definition of HRM, Nature and Concept of HRM, Importance and Objectives of HRM, Evolution of HRM, Function and process of Human Resource management, Limitations, Ethical challenges in HR, HRIS (Concept only).		
Unit 2	HUMAN RESOURCE PLANNING	12 Hours
HRP- Meaning, Process, Job Analysis: Process of Job-analysis and Design: Outcomes of Job- analysis- Job Description, Job Specification and Job Enrichment. Job Design. Recruitment, Selection and Placement: Factors affecting Recruitment, Process of Recruitment, Sources of Recruitment. Process of Selection, Outsourcing.		
Unit 3	TRAINING & DEVELOPMENT	10 Hours
Training & Development-Meaning, Objectives, Difference between training and development, Training Methods, Executive Development, Meaning of HRD, Roles and importance of training in HRD.		
Unit 4	PERFORMANCE APPRAISAL AND COMPENSATION	12 Hours
Introduction-Meaning and Definition, Objectives, Methods of Performance Appraisal, Possible Errors in Appraisal Process, Planning for Performance Improvement. – Compensation – Meaning, Objectives and Components of Compensation, Promotion and Transfer, Meaning and definition of Promotion-Purpose of Promotion, Basis of Promotion, Internal mobility, Meaning of Transfer, Reasons for transfer, Types of transfer, Grievances- Meaning and ways of handling Grievances, Employee Retention Strategy factors affecting retention methods of retaining employees.		
Unit 5	GLOBAL HUMAN RESOURCE MANAGEMENT	10 Hours
Introduction and Approaches to Global HRM, Expatriate Management, Cross cultural training, International compensation management -Training, Appraising and Planning, Components & Tools of Job Analysis, Competency Mapping, HR Outsourcing, knowledge Management and Learning Organization. Knowledge Management, HRBP, Servant Leadership.		

Department of Management						
II Semester	Code	Course Title	Course Duration	Course Type	Session	Credits
	BABE2325	ENTREPRENEURIAL VENTURE MANAGEMENT	60 Hours	DSC	4 Hours a Week	4

Course Objective/s:	1. To learn the role of entrepreneur in nation building 2. To understand different methods of ideation
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Course Outcomes	
CO1	Develop a business plan for a new venture
CO2	Apply the principles of entrepreneurship while creating a new venture
CO3	Develop a brand building plan for a new enterprise
CO4	Apply branding principles and marketing communication concepts and frameworks in building a new venture
CO5	Develop a fund raising plan for a new venture

Reference Books:

#	Title	Author/s	Publisher
1	Entrepreneurship: New Venture Management	Safal Batra	Cengage
2	Entrepreneurship	Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabyasachi Sinha	McGraw Hill
3			
4			
5			

Learning by Doing activities [8 hours]

COs	Program Outcome					
	PO1	PO2	PO3	PO4	PO5	PO6
1		H		L		
2		M	H			
3			M	M		
4		M				
5	H		M		M	H

H=High | L= Low | M=Moderate

COURSE CONTENTS		
UNIT 1	INTRODUCTION TO ENTREPRENEURSHIP	10 HOURS
Definition of entrepreneur, entrepreneurial traits, and entrepreneur vs. manager, definition of entrepreneurship. The entrepreneurial decision processes, key factors influencing entrepreneurship Role of entrepreneurship in economic development, growth of entrepreneurship in an economy Ethics and social responsibility of entrepreneurs. Opportunities for entrepreneurs in India and abroad.		
UNIT 2	IDEATION AND PROCESS	10 Hours
Importance of ideation, sources of new ideas. Methods of generating ideas. Problem solving and critical thinking in entrepreneurship. Product/Service planning and development process. Creating a product/service blueprint.		
UNIT 3	FINANCING THE VENTURE	14 Hours
Sources of capital and financing in entrepreneurship. Documentation processes. Financial controls, marketing and sales controls. Financial metrics for an entrepreneur.		
UNIT 4	GROWING THE ENTREPRENEURIAL VENTURES	10 Hours
Features and evaluation of joint ventures, acquisitions, merges, franchising. Public issues, rights issues, bonus issues and stock splits. Role of Directorate of Industries, District Industries, Centres (DICs), Industrial Development Corporation (IDC)		
UNIT 5	FUNDING AGENCIES	8 Hours
State Financial corporation (SFCs), Commercial Banks. Small Scale Industries Development Corporations (SSIDCs), Khadi and village Industries Commission (KVIC), National Small Industries Corporation (NSIC), Small Industries Development Bank of India (SIDBI)		